



City of Las Vegas

1700 N. Grand Avenue | Las Vegas, NM 87701 | T 505.454.1401 | lasvegasnm.gov

Mayor Louie A. Trujillo

CITY OF LAS VEGAS MARKETING COMMITTEE August 4, 2021 AT 5:30 PM

The public is invited to submit written comments for public input prior to the meeting. Written comments should be submitted no later than 3:00 PM on August 4, 2021, addressed via email to the vmarrujo@lasvegasnm.gov or dropped off to Virginia Marrujo at City Hall 1700 N. Grand Ave.

AGENDA

Marketing Committee Meetings are

Available via YouTube https://www.youtube.com/channel/UCNGDVGRRAL0qVevel5JYeRw?view_as=subscriber

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF AGENDA

IV. APPROVAL OF MINUTES – June 7, 2021

V. PUBLIC INPUT (comments limited to topics on current agenda). Public Input submitted to the Community Development Department via email will be read into the record.

VI. NEW BUSINESS:

1. Election of Chair
2. Election of Vice-Chair
3. Marketing taglines for 3 campaigns
 - a) Trails – Trade Route, Highway System, Zuni Trade Route, Santa Fe Trail, Route 66 (?), Livestock routes
 - b) Outdoor Adventures – Parks, lakes, rivers, trails and more
 - c) Live the Las Vegas Life

d) #OGLV

4. Approval/ Disapproval of hiring a design firm, marketing firm, designer, interns and/or individuals for design and placement.

VII. DISCUSSION ITEMS:

1. 2021/2022 Fiscal Year Budget
 - a. FY22 Approved \$80,000 – Final Total \$78,681.58
 - b. 3 Campaigns - Taglines
 - c. Marketing \$150,000 – marketing plan
2. NEW NM True program
3. Billboards – All Seven have been replaced
4. Dr. Romero – Cultural Park
5. 2021/2022 Marketing Plan
 - a. placements
6. Marketing Bylaws

VII. ADJOURN

ATTENTION PERSONS ATTENDING FOR PUBLIC INPUT: BY ATTENDING THE MEETING VIA GOOGLE MEET, you consent to photography, audio recording, video recording and its/their use for inclusion on the City of Las Vegas website and to be broadcast on YouTube.

ATTENTION PERSONS WITH DISABILITIES: The meeting room and facilities are accessible to persons with mobility disabilities. If you plan to attend the meeting and will need an auxiliary aid or service, please contact the City Clerk's Office prior to the meeting so that arrangements may be made.

NOTE: A final agenda will be posted 72 hours prior to the meeting. Copies of the Agenda may be obtained from City Hall, Community Development, 1700 N. Grand Avenue, Las Vegas, NM 87701 or the City's website at www.lasvegasnm.gov